

# ARE YOU READY?

for gasoline at \$4.00 a gallon ...  
a major nuclear disaster ... cheap two-  
bedroom houses at \$180,000 ... cheap two-  
door cars at \$15,000 ... the neutron  
bomb ... a stock market crash ...  
monogamy chic ... the Reagan  
Administration ... a wave of American  
jokes in Poland ...?

Dear Reader:

These are just a few things you can look forward to in the 1980s, a period that the futurists have already labeled "The most unpredictable decade of the century." A decade when all the tumult and crises of our times will come to a head -- with unforetold results. Survival, not of the fittest, but of us all -- will be the main issue.

(NOW DON'T GET DEPRESSED -- the Good Part's Coming)

Through troubled and uncertain times in history, there have always been voices of hope and optimism above the despair. I want to introduce you to one of those voices today: MOTHER JONES.

That's right, MOTHER JONES. The award-winning national magazine that is already helping almost a million American readers prepare for an age of uncertainty.

In its first 4 1/2 years of publishing MOTHER JONES alerted its readers to the hazards of nuclear pollution through irradiated cow's milk (pre-Harrisburg); the explosiveness of subcompact cars (like the Ford Pinto); the killer potential of intrauterine devices (like the Dalkon Shield); the most addictive drug on the market (tobacco); the exporting of banned and hazardous products to the Third World; the toxicity of food additives; Detroit's fight against safe cars and clean air; the incendiary U.S. foreign policy in Iran, the Phillipines, Puerto Rico, Indonesia, Argentina, and South Africa; the Pentagon's nuclear "first-strike" preparations; and the profusion of petrochemicals in agriculture's "Green Revolution."

Call it preparedness journalism, survival journalism; call it anything you want. MOTHER JONES has and will continue to report on the business, political and economic trends that Time, Newsweek and The Wall Street Journal smokescreen in their constant effort not to offend their advertisers, shareholders or friends.

(Hope)

But before you get to thinking MOTHER JONES is just a doomsday magazine, I want to tell you that we deeply believe there is hope, and we intend to document that hope in the future issues of our journal:

Hope -- in war resisters carrying the struggles of the '60s into the '80s ... in the new alliances challenging the nuclear industry ... in labor union reform groups ... in the holistic health movement ... in the ERA ... in the growth of the movement for economic democracy ... in the people fighting daily for occupational health, clean air, tenants' rights, gay rights, women's equality, peace and human dignity.



We'll report the victories, give voice to the opposition, open your eyes for the '80s. In MOTHER JONES you'll find out what it's like to be a radical mayor in a Southern town. A national labor leader embracing socialism. A female comic in Hollywood, a working-class writer, a maid organizing household workers, a feminist deciding whether or not to have a baby, a rock musician in Czechoslovakia.

And because we know there's never hope without some humor, we'll tickle your ribs with the best cartoons -- including the censored Doonesburys -- some biting political satire and "Frontline" coverage of the zany side of the news.

(Independent Journalism)

One thing MOTHER JONES can control in the uncertain '80s is what we print. We promise to print exactly what we want and to poll our readers periodically to find out what you want us to print.

We'll cover personalities like Mike Wallace, Jane Fonda, Tom Hayden and Mark Lane, but not in the superficial style of People and Us.

We'll review the books, movies and records that will make a difference (not the ones that will make a million).

And how about just plain good writing? Over the past 4 years MOTHER JONES has published some of the most exciting writers in America -- Peter Collier, Barbara Ehrenreich, Studs Terkel, Gloria Steinem, Robert Lipsyte, Rita Mae Brown, Kirkpatrick Sale, Barbara Garson, Dr. Hugh Drummond, Jose Yglesias, Andrea Dworkin, Richard Barnett, Doris Lessing, Orville Schell ... and many more.

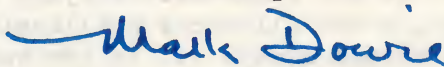
So try the magazine everyone's talking about. I promise it will excite you, shock you, move you, amuse you and, above all, help you make it through the most unpredictable decade of your life.

And when you subscribe, we'll start you out on your survival course by sending you ABSOLUTELY FREE a book we've published called Are You Ready for the Eighties? -- a collection of some hilarious and some deadly serious predictions for the coming decade.

Then, we're so sure you'll like MOTHER JONES once you see it that we'll send your Premier Issue without a cent changing hands. Simply return the order card in the postage-paid envelope -- we'll bill you later.

MOTHER JONES remains the best year-long bargain on the market, with the Special Introductory Rate of just \$9.95 for the year -- a 33% savings off the regular price. And if you're ever dissatisfied, for any reason, with MOTHER JONES, tell us and we'll give you a full refund for any and all unmailed copies, with no questions asked. How about it? Get yourself ready for the '80s -- and have some fun while you're at it.

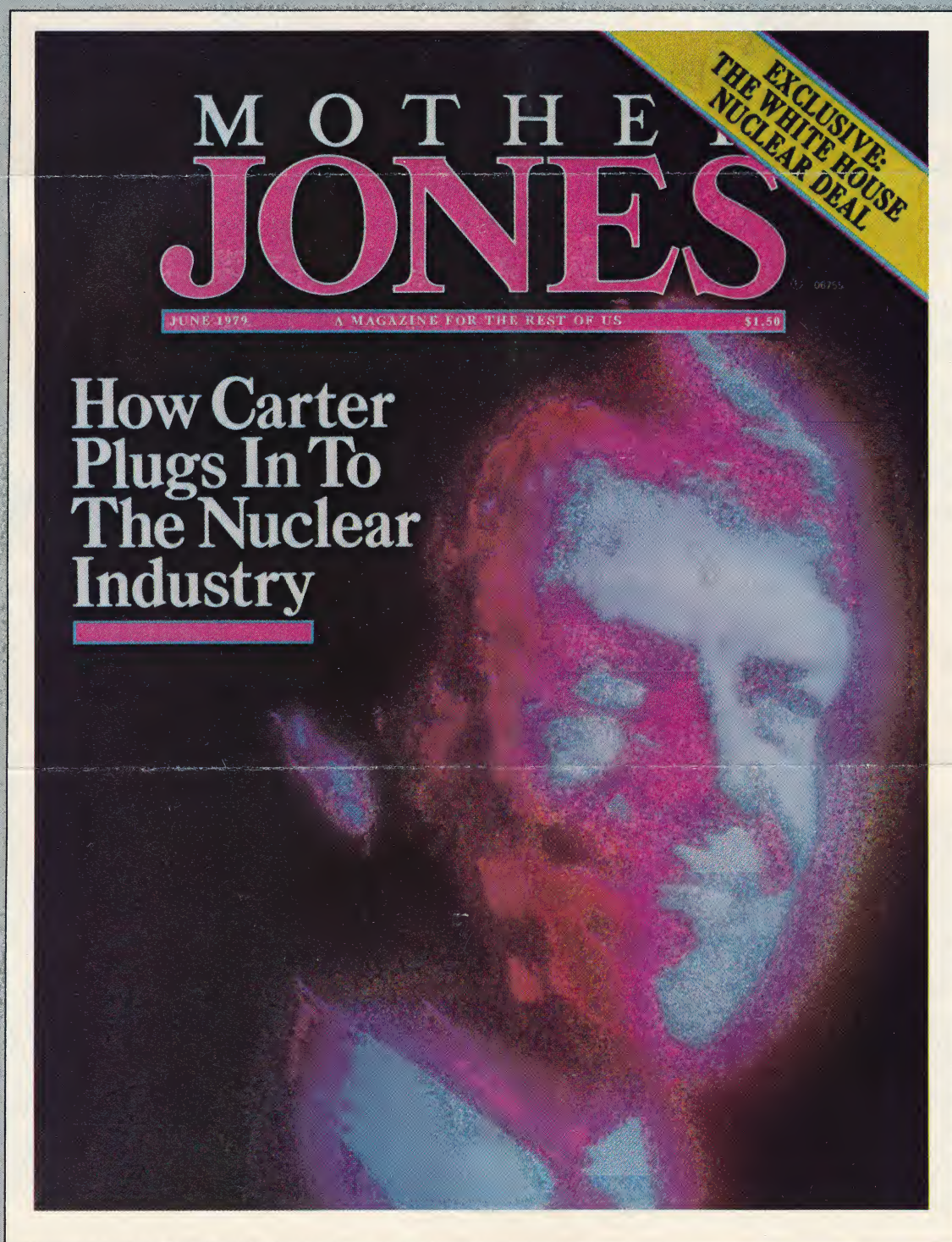
Sincerely,



Mark Dowie  
Publisher



**Meet the magazine that's won  
a dozen major journalism awards  
in four years — and pick up some bright,  
bold ideas on how to live the Eighties**





# Mother Jones

is a fascinating new magazine full of stories and ideas about life in contemporary America. Nearly one million diverse people read **Mother Jones** every month because they know they won't find what they read there in any other magazine.

It's a magazine about politics, literature, psychology, art, music and laughter. It's full of tough investigative reporting, moving fiction, powerful personal profiles and the kind of analysis of what's wrong—and what's right—you won't find elsewhere. It's also full of incisive film reviews, the best of the latest books, what's new in music.

In four years it's already won three National Magazine Awards—the Oscar of publishing—along with every other major journalism award in the U.S. The *San Francisco Examiner* has proclaimed it "The Best New Magazine of the Year." The *Washington Post* says it's "slick and classically good looking." The *Boston Globe* has called us a "radical new departure in magazines." If all this praise makes you curious, look at articles like these to find out why **Mother Jones** might just be

## the only magazine left for you

**A case of corporate malpractice:** How a doctor and a drug company made their millions while women wearing their Dalkon Shield were dying.

**Elvis the nark:** Elvis actually told Nixon he'd be an undercover drug agent. Nixon said "you dress kind of wild."

**Pinto madness:** Chances are good your Pinto will blow up in a rear end collision—Ford knew it when they sold it to you. We got the documents and forced history's largest auto recall.

**Searching for Bill Walton:** The basketball super-hero who's tired of being drugged by team doctors and idolized by racist sportsfans.

**Computers:** They're taking dictation, typing letters, filing and reminding you what to do tomorrow. What's next for secretaries?

**Bust your boss:** How a secretary and her friends blew the whistle on one of America's ten biggest corporations.



**The censored Doonesburys:** A reader's guide to the Doonesburys America's papers wouldn't print.

**Myth of the Green Revolution:** More food for some and worse nutrition for everyone. Corporate agribusiness uncovered.

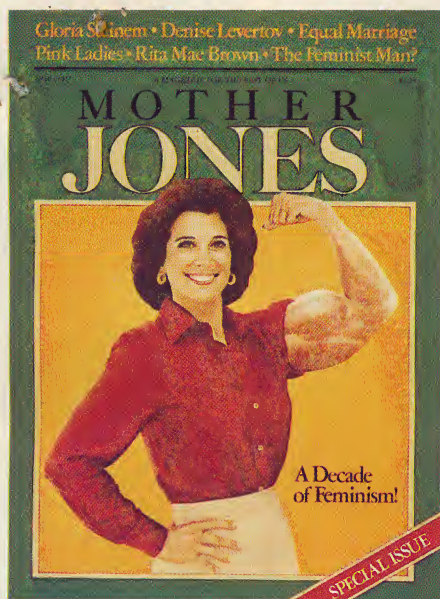
**Tobacco:** How you get hooked. What tobacco smoking does for your virility. And the age-old fight between the tobacco and furniture industries over who really causes all those house fires.

**Sexual harassment:** How to fight back against sexually aggressive bosses and keep your job.

**The rise and fall of FM rock:** If your radio doesn't sound like it used to, here's why—plus a guide for the adventuresome on how to start your own FM station for less than \$5000. No joke.

**The Bechtel file:** The corporate veil is lifted on the most anonymous secret corporation in America. They've designed half our nukes.





**Babies:** Why so many young couples aren't having them and some single women are.

**Born, bred and dead of lead:** If you smoke cigarettes and live in a big city, you may be dying of lead poisoning.

**Vacations:** A radical guide to summer travel.

**Iran:** What the CIA didn't tell the White House and *Time* didn't tell you about the real revolution in Iran.

**Underground:** Gunther Wallroff is not a bomber, sniper, kidnapper, or kneecapper; but he has terrorized Germany's ruling elite — with investigative reporting.

**Kiss New York goodbye:** Why Manhattan could end up looking like a burnt hot dog when they start docking LNG tankers to solve the energy crisis.

**Unionizing ecotopia:** After years of warfare, labor and environmentalists are finding common ground.

**The superbowl blues:** Locker room talk you won't find in the sports pages, from some of football's best and brightest.

**Military:** While Carter negotiates arms limitation, The Joint Chiefs of Staff plan a "First Strike" attack that could end it for us all.

**Economics:** There is only one readable economic columnist in America — Richard Parker. A regular in MOTHER JONES.

**Nukes:** While everyone else was telling you lies about Three Mile Island, we were covering Carter's secret meeting with Nuclear Industry heavies.

**Narcissism:** The advertising and therapy industries have jointly created a new personality type.

**Malls:** Community battles are raging across the country against the manic spread of shopping malls. And, believe it or not, communities are winning.

**Fission/Fusion:** How the government plans to use fusion to perpetuate fission.

**Apocalypse Now:** How Coppola's failure illuminates America's failure to understand why we lost the Vietnam War.

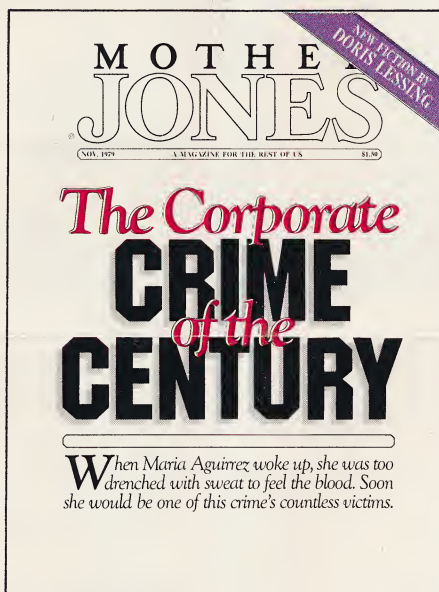
**Diagnosing Marriage:** "Should you marry?" Dr. Drummond says if you are a woman, "No," if you are a man, "Yes." If you are a man who cares about women's health, "marry another man."

**Mark Lane:** A profile of the left's leading hearse chaser, whose story raises some troubling questions for us all.

**Conservatopia:** How a small California community has combined the latest in appropriate technology to create a true ecological town.

**Diplomacy:** An on-the-scene account of Deng Xiaoping's tour of America.

**Radiation roulette:** The latest site for a nuclear plant — an earthquake fault near a volcano. It's in the Philippines.



**Anti-pornography:** New York City women organize to "take back the night" from the peddlers of smut, porn and violence.

**Semi-tough:** How we cornered America's toughest interviewer on a plane to New York and copped exclusive Q & A with Mike Wallace.



**The Corporate Crime of the Century:** The billion dollar business of dumping banned and hazardous products and substances on Third World markets.

**Tom and Jane:** Is she a genuine hero or a sanctimonious dilettante? Is he the left's best hope?

**Reporters:** An on-the-spot report on how the IRE broke Arizona wide open — including the Goldwater-Mafia connections. Plus a report on why the biggest papers in America dodged the real story.

**Sex, Porno and Male Rage:** A unique look at pornography that has everyone rethinking their views on the subject.

**Infiltration:** Two undercover Mother Jones reporters attend a top level corporate conference and discover how confident executives really are about their future.

**Military:** The Pentagon's plans for W.W.III.

**The Silent Party:** An invitation into the difficult, unfamiliar, and sometimes militant world of the deaf.

**Food:** "What this country needs is a stronger white rat." Says a food additive technician whose toxic flavors and colors are killing rats in FDA labs.

**Psychics:** An intensive look at what may be one of the most dangerous scams of the century.

**Censorship:** Stills from a British documentary that Phillip Morris strong-armed off American T.V.



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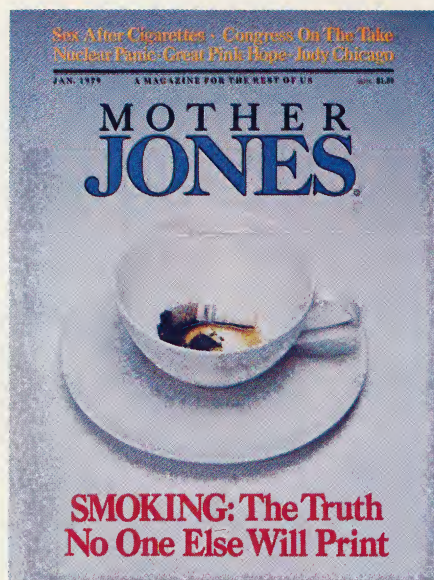
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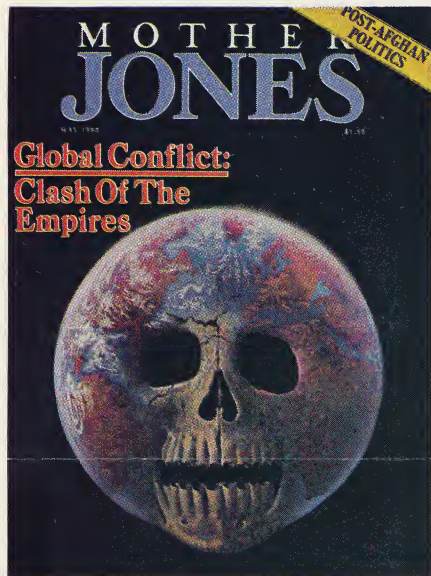
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**The new science fiction:** Forget Flash Gordon—and maybe Robert Heinlein. The topics now include sex on the moon and cancer cells that ride motorcycles.



**Meet America's meanest dirty trickster:** Remember when G-men were our friends? No more—the story of the toughest FBI informer of them all, and what he did.

**Zen and the art of sailing:** A leisurely conversation with Robert Pirsig, cult hero, philosopher and author of *Zen and the Art of Motorcycle Maintenance*, on a cruise down the New England coast.

**Sea solar power:** It sounds wacky, but one man has already harnessed the two, safely.

**Soft porn and summer nights:** A closer look at drive-ins, the only art form the automobile ever spawned.

**Ma Bell's plan for us all:** You didn't think the phone company was on our side, did you? A chilling look at the giant of them all.

**At war in the Mexican jungle:** A *Mother Jones* reporter loses his guide—gunned down by landowner pistoleros in southern Mexico.

**John Cassavetes: Hollywood's loner:** The director of *A Woman Under the Influence* and *The Killing of a Chinese Bookie* tells, among other things, why he stole Pauline Kael's coat.

**Gypsies and the jet age:** How a woman can travel alone in the wilds of Morocco, the hills of Greece and the jungles of New Guinea—and come back intact.

**Deadly white powder:** Not heroin, not cocaine. No, not even sugar. It's salt that's causing America's epidemics of high blood pressure and strokes.

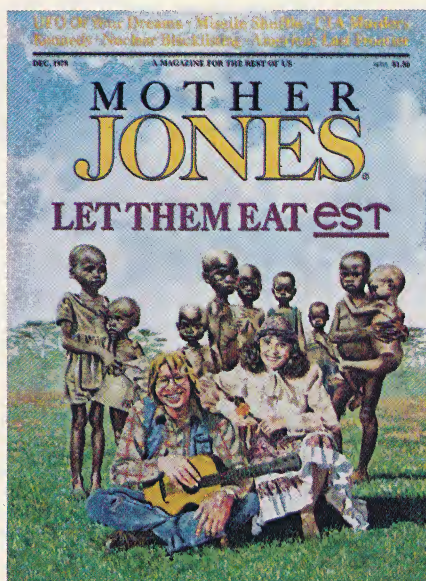
**Bomb:** The death in Madison, Wisconsin the FBI saw, heard, and won't talk about.

**The new South:** Labor strife at J.P. Stevens—has the South risen far from Reconstruction?

**The greatest filmmaker alive today:** That's what Truffaut calls Werner Herzog. Not one for false modesty, the director agrees and compares himself to Kafka and Beethoven.

**Studs Terkel:** America's best raconteur tells stories about himself, in a *MOTHERJONES* exclusive.

**Hunger:** We confront Werner Erhard with our awareness of his manifestation of what we're clear is a big scam. Let them eat est.



#### Plus These Regular Columns:

**Mother's Healer:** Staying healthy in an unhealthy world.

**Frontlines:** The news no one else sees as fit to print, but our readers tell us they love.

**Looking Backward:** The history they refused to teach us in school.

**Mother's Daughters:** New perspectives on the women's movement.

**Communities:** Exciting developments from the towns and cities of America.



**"Sit down and read. Educate yourself for the coming conflicts."**

— Mary Harris "Mother" Jones  
(1830-1930)

**"Who was Mother Jones?"** we're often asked. "Why did you name your magazine after her?"

She looked like a sweet old lady you'd expect to find in her rocker, telling Bible stories to her grandchildren. But Mary Harris Jones had the nation's nineteenth-century robber barons squirming under their top hats.

She started unions, ran strikes, fought for prison reform, helped found the IWW, supported the Mexican Revolution and spent weeks at a time in jail. But she never lost her ability to laugh at herself, never ceased being critical of the causes to which she was committed. On one occasion, as her 100th birthday approached, she was introduced to a college audience as "a great humanitarian."

"No!" Mother Jones roared. "I'm a hell raiser!"

So who is Mother Jones? An inspiring memory of a great woman, and now a magazine to help keep alive her spirit, her humor and her dedication in the years to come.

#### MOTHER JONES

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San Francisco, California 94107



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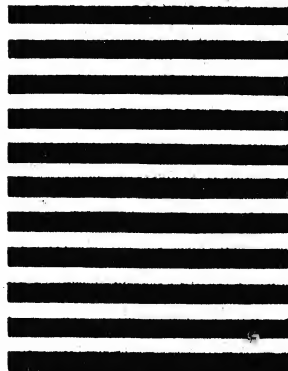
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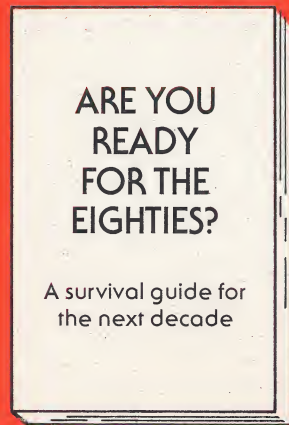
# FREE! ARE YOU READY FOR THE EIGHTIES?

## A survival guide for the next decade

The futurists have already labelled the 1980's "The most unpredictable decade of the century," a decade when all the tumult and crises of our times will come to a head—with un-foretold results. Survival—not of the fittest—but of us all, will be the main issue.

MOTHER JONES has just published a survival guide called ARE YOU READY FOR THE EIGHTIES?—a collection of—some hilarious, some serious—predictions for the next 10 years. The book tells you what's *really* coming in science, fashion, sports, music, sex and politics.

And it's yours absolutely FREE—our way of saying thank you for trying MOTHER JONES. But please act now by returning the enclosed order card to receive your free copy of ARE YOU READY FOR THE EIGHTIES? There's a limited supply and this entertaining little book is available only through MOTHER JONES.





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To receive your own Premier Issue and a FREE copy of ARE YOU READY FOR THE EIGHTIES?, tuck this token in the slot opposite and mail in the enclosed postpaid envelope today.

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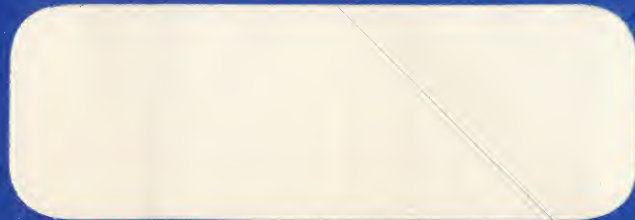
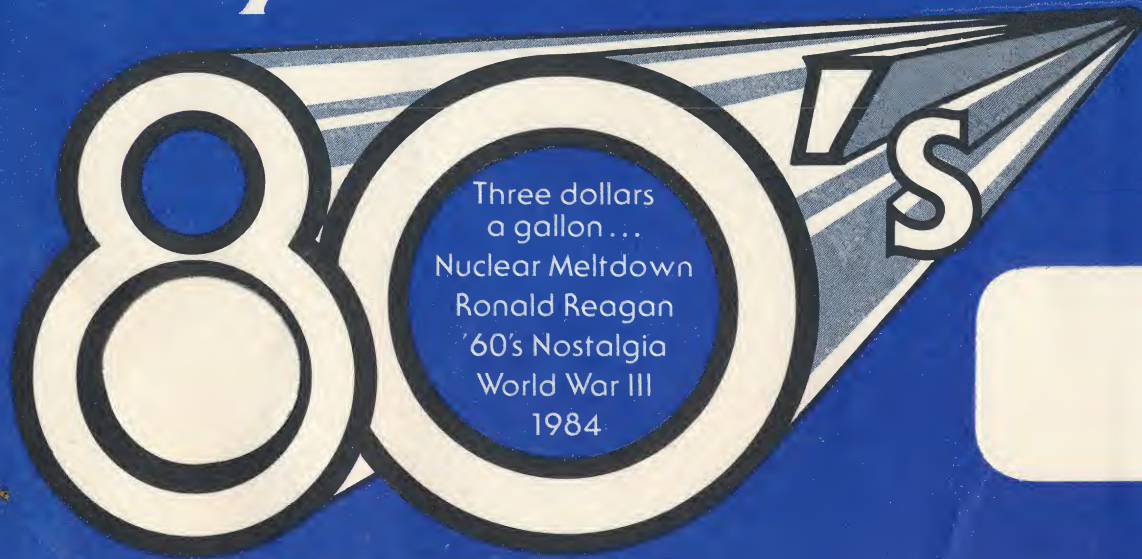
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